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**MAX
MEDIA**

John A. Trinder
President and Chief Operating Officer

98-120

September 5, 2007

Federal Communications Commission
445 12th Street, NW
Washington, DC 20554

Dear FCC Commissioners:

After reading the CableTV Viewability Proposal, I am writing to you in support of the proposal. This is the only way to guarantee that analog cable subscribers will not be disenfranchised after the DTV transition.

TV signals must be protected from material degradation so that consumers can reap the full benefits of HDTV.

Sincerely,



/djh

- C: The Honorable Kevin J. Martin, Chairman (via email)
The Honorable Michael J. Copps, Commissioner (via email)
The Honorable Jonathan S. Adelstein, Commissioner (via email)
The Honorable Deborah Taylor Tate, Commissioner (via email)
The Honorable Robert M. McDowell, Commissioner (via email)
Marsha MacBride, Exec. VP, Legal & Regulatory Affairs, NAB
(via email)

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